

**Minutes
Business Advisory Committee**

October 16th, 2013

Newton City Hall Council Chambers - 401 North Main Avenue

The Business Advisory Committee met at 3:00 p.m. on Wednesday October 16th, 2013 at Newton City Hall.

Members

Present: Jerry Hodge Joe Beaman
 Jeremy Petty John Stiver
 Tom Warlick

Members

Absent: Nick Martin
 Donny Setzer
 Neal Powell
 Don Essary

Staff Present: City Manager Todd Clark Assistant City Manager Sean Hovis
 Mayor Anne Stedman
 Rob Powell, Community Development Coordinator

Others Present: Buzz Bizzell, Bizzell Design

Item 1: Minutes - Chairman John Stiver opened the meeting at 3:05. Rob Powell advised the Committee that a letter of resignation had been received on October 10th from Neal Powell. Rob Powell requested approval for minutes from the September meeting as well as the minutes from January, February, March, April, May, and June 2013. Jeremy Petty moved to approve the September minutes, Jerry Hodge seconded, and the motion was approved. Joe Beaman moved to approve the January through June minutes, Jeremy Petty seconded, and the motion was approved.

Item 2: Update on Wayfinding and Branding- Chairman John Stiver introduced Buzz Bizzell of Bizzell Design. Mr. Bizzell presented a set of plans for the D.O.T. wayfinding plan application. He explained the materials and fabrication methods proposed for the signs and reviewed several cost-saving features incorporated into the design plans. The details for the gateway signs are yet to be completed. The first application to the D.O.T. will be for wayfinding signs only and will not include the gateway signs. There was some discussion about adding decorative pole bases to the downtown signs, but the Committee felt that it was good to make all the sign poles the same, without decorative bases.

Chairman Stiver stated that he would like to have the approval of the Committee to make a project status presentation to Council at their next meeting. Jerry Hodge moved to approve and proceed forward with the plans as presented and to recommend to Council that we apply to D.O.T. for approval of the wayfinding plan. Jeremy Petty seconded and the motion passed. Jeremy Petty stated that he would like to have a discussion soon about the sequencing of the sign

installations so that high-visibility gateway signs and wayfinding signs are installed first, not just all wayfinding signs.

A discussion on branding reiterated the difficulty in finding an obvious brand for Newton that would generate immediate appeal. Jeremy Petty stated that the Sir Isaac Newton idea might lead to a wide variety of interesting ideas related to science such as laser light shows or a New Year's Eve apple drop, for example. Joe Beaman likes the association of the Sir Isaac Newton brand with science, math, and physics, especially relative to recruiting businesses, industry, and young, educated residents. John Stiver suggested that the idea get some additional exposure maybe at Festival and Events Committee meetings and with the Museum staff.

Item 3: Update on Information Center - Jerry Hodge provided the Committee with an update on the Information Center project. Jerry stated that the approximate cost of an indoor screen was \$8,000 and the cost of a vandal-proof and weather-proof outside screen was about \$22,000. The preferred location so far appears to be outside, on the Square, maybe on the Museum site. Another possible location is the Old Post Office Playhouse lobby. OPOP has an annual attendance of about 30,000 people, but the outside location would be available 24 hours per day, 7 days per week. One proposal under consideration is for the DNDA to own the screen, manage the advertising, and to use the advertising revenue for downtown improvement projects. Don Essary says that One Source Solutions will support the project with free training. The task force within the Business Advisory Committee will continue to work on this project. Jerry says that there will be another meeting soon and he will invite representatives from the DNDA, City and County.

Item 4: Meeting Schedule and Adjournment – The next scheduled meeting of the Business Advisory Committee is November 20th, 2013. Chairman Stiver adjourned the meeting at 4:55pm.

Respectfully submitted,

Rob Powell, Recording Secretary